

MOREHEAD STATE UNIVERSITY



2005 - 2010 CAMPUS ACTION PLAN

Kentucky's public agenda, *Five Questions – One Mission: Better Lives for Kentucky's People*, guides the work of the entire postsecondary and adult education system over the period 2005 -2010. It identifies the major opportunities and challenges facing the Commonwealth and presents a set of policy directions for addressing them. Each institution in the system has an action plan for advancing this agenda in keeping with the goals of House Bill 1. This action plan for Morehead State University describes the university's purpose and role in the system, promulgates a set of priorities for action that responds to the five questions, and identifies the key indicators for monitoring progress over the planning period.

HOUSE BILL 1 GOAL

Morehead State University shall have at least one nationally recognized program of distinction or one nationally recognized applied research program and shall work cooperatively with other postsecondary institutions to assure statewide access to baccalaureate and master's degrees of a quality at or above the national average.



MISSION PARAMETERS

Program Characteristics

- Strong liberal arts and sciences undergraduate core preparing students to live and work in a global society.
- Comprehensive array of baccalaureate, master's, and specialist programs, with special attention to protecting, preserving, and improving the unique heritage of the eastern Kentucky Appalachian region.
- May offer programs beyond the master's degree to meet the requirements for teachers, educational leaders, and other certified personnel.
- May offer collaborative doctoral programs through the University of Kentucky and the University of Louisville to meet state needs.
- May provide sub-associate or associate degree programs to meet local community needs in consultation with KCTCS.
- Selected number of nationally recognized graduate programs including its Program of Distinction, the Institute for Regional Analysis and Public Policy, as well as the Space Science Center and areas of documented regional need.
- Emphasizes distinctive educational experiences geared to the specific needs and interests of students including service learning, international education, opportunities for discovery-based learning, and other special programs.

Student Characteristics

- Moderately selective to selective admissions with a commitment to recruiting a diverse student body including first-generation and low-income students from the eastern Kentucky Appalachian region.
- Serves the needs of traditional, nontraditional, and transfer students seeking baccalaureate and advanced degrees.
- Recruits students nationally and internationally to increase intellectual capital and diversity.

Research

- Engages in applied research and scholarly activities that support the primary function of instruction and supplement efforts to improve economic and community development, with an emphasis on entrepreneurship, teacher education, space-related science and technology, visual and performing arts, and regional public policy.
- Achieves national distinction for applied research through its Program of Distinction, the Institute for Regional Analysis and Public Policy, the Space Science Center, and in targeted areas of opportunity.

Stewardship of Place

- Serves as a provider or coordinator of education services to meet the economic and community needs of its designated area of geographic responsibility.
- Collaborates with entrepreneurs, business leaders, local and state officials, and citizens to identify and respond to regional needs for research, commercialization, and the workforce.
- Works directly with schools and educational agencies to improve teacher quality and student performance in its designated area of geographic responsibility.

PRIORITIES FOR ACTION

Question 1: Are more Kentuckians ready for postsecondary education?

To support the preparation of high school graduates and working-age adults for postsecondary education and to strengthen the preparation and development of P-12 and adult educators, Morehead State University will:



Recruit, prepare, and support high-quality and diverse educators through traditional and alternative teacher education and certification programs such as the master of arts in teaching, undergraduate fellowship program in the College of Education, regional cohort programs, Professors in the Schools program, and Future Teacher Corp student mentor program.

Partner with at least one additional school or system to facilitate a seamless transition of students to postsecondary education and reduce the rate needing remediation in writing, math, and/or reading.

Partner with adult education programs to promote the GED program, assess adult students' readiness for postsecondary education, recruit and retain qualified adult students in the postsecondary education system, and increase persistence and matriculation among adult students and GED completers enrolled at Morehead State University.

Improve success and access for at-risk students through partnerships with state and federal programs such as TRIO, GEAR UP, and MTEP serving low-income and first-generation college students and minorities.

Define specific goals for the position of secondary education coordinator to facilitate better collaboration between the College of Education and the arts and sciences programs at Morehead State University.

Expand the Teacher Education Academy (a multiple-day professional development workshop held at the end of each academic year for faculty who have been involved in the Professors in the Schools program) to include all faculty across the campus that are involved in teacher preparation.

Question 2: Is Kentucky postsecondary education affordable for its citizens?



*To keep college
affordable,
Morehead State
University will:*

Assist students in receiving the maximum possible financial aid package from federal, state, and private programs.

Maintain student affordability by identifying nontuition sources of support including private gifts, grants, and state and federal appropriations.

Maintain student affordability by implementation of initiatives identified through continuous improvement assessments that will minimize operating expenses and optimize use of available personnel, capital, and operating resources.

Maintain student affordability and access to postsecondary education for place-bound students through the delivery of academic instruction at regional campuses and the use of distance education technologies to minimize or eliminate commuter and on-campus housing expenses.

Increase marketing efforts to raise public awareness of financial aid and scholarship opportunities targeting high school students and their parents, adult students, and transfer students.

Partner with student and other constituency groups to conduct assessments and hold public forums on student affordability and access.

Effectively monitor and assess cost of attendance and other affordability data from benchmark institutions and state and national university peers.

Question 3: Do more Kentuckians have certificates and degrees?

To enroll more students, produce more graduates, keep graduates in Kentucky, attract highly educated adults to the state, and encourage workers to retool and retrain over their lifetimes, Morehead State University will:

Increase the availability of high-demand degree programs to place- and time-bound citizens through delivery of academic instruction at the regional campuses and through the use of distance learning technology, including online programs.

Coordinate a campuswide diversity initiative to recruit and retain minority faculty, staff, and students; expand marketing efforts in areas with concentrated minority populations; and increase the number of minority recruitment coordinators within the academic programs.

Establish a summer Success Academy for incoming freshmen to fulfill remediation needs prior to enrollment in mainstream university courses.



To facilitate student transfer, partner with community and technical colleges to educate students on the transfer process, develop articulation agreements, and offer multiple baccalaureate degree programs via the Internet and on-site at Ashland Community and Technical College, Big Sandy Community and Technology College, Maysville Community and Technical College, and the University Center of the Mountains.

Increase the number of students that successfully complete a degree or certification through implementation of a comprehensive enrollment management plan that includes effective strategies for recruitment, marketing, academic advising, and retention and career services. The plan will include strategies to improve recruitment of first-time freshmen and KCTCS transfers, retention and persistence rates, student satisfaction, and graduation rates.

Question 4: Are college graduates prepared for life and work in Kentucky?

To improve the quality of student learning, Morehead State University will:

Maintain the highest level of accreditation or certification appropriate for each academic program (such as AACSB for business or NLN for nursing) and pursue accreditation and certification in other programs as such opportunities become available.

Enhance academic programs utilizing outcome assessments, including measures of in-state career placement.

Increase service learning, cooperative education, and internships to provide experiences relevant to the needs of the Commonwealth.

Develop new partnerships and enhance existing partnerships with governmental agencies to provide life-long learning opportunities for employees and displaced workers as needs and opportunities are identified such as the planned relocation of the Small Business Development Center with the Morehead/Rowan County Chamber of Commerce to facilitate collaboration.

Expand access to state-of-the-art technology that can enhance student learning throughout the academic curriculum.

Provide students a wide array of civic and service learning opportunities throughout the region served.



Question 5: Are Kentucky's people, communities, and economy benefiting?

To support economic and community development and address the specific needs and challenges of its service area, Morehead State University will:

Optimize economic development by developing a business incubator program to support entrepreneurial activity, including high-tech businesses linked to the university's Space Science Center, and enhancing accessibility and utilization of the Small Business Development Center.

Organize a CEO roundtable to provide a routine forum for community leaders to network and explore potential economic development opportunities.



Partner with local government agencies and the Center for Rural Development to establish a Center NET facility to provide broadband services to local areas.

Explore the potential for establishing an academy for the development and enhancement of planning and management skills for local government officials and community leaders in eastern Kentucky.

Support tourism efforts through cultural heritage programs and explore the potential of an academic program in tourism development.

KEY INDICATORS OF PROGRESS

QUESTION 1

Are more Kentuckians ready for postsecondary education?

- Quality of teacher preparation programs

QUESTION 2

Is Kentucky postsecondary education affordable for its citizens?

- Net cost of attendance as a percent of average family income

QUESTION 3

Do more Kentuckians have certificates and degrees?

- Undergraduate enrollment
- Graduate enrollment
- Number of students transferring to the university from KCTCS
- Six-year graduation rate of baccalaureate students
- Number of degrees and other credentials awarded
- Number of degrees and other credentials awarded to racial-ethnic minorities

QUESTION 4

Are college graduates prepared for life and work in Kentucky?

- Level of student engagement in the undergraduate learning experience
- Level of civic participation of students

QUESTION 5

Are Kentucky's people, communities, and economy benefiting?

- Extramural research and development expenditures
- Number of formal agreements for educational, applied research, or support services to business, entrepreneurs, government, and community groups
- Level of faculty/staff community involvement as extensions of their university roles

BENCHMARK INSTITUTIONS

Angelo State University (TX)
Arkansas State University-Main Campus
Central Missouri State University
Clarion University of Pennsylvania
Delta State University (MS)
Eastern Washington University
Edinboro University of Pennsylvania
Fort Hays State University (KS)
Frostburg State University (MD)
Indiana State University

Lamar University (TX)
Lincoln University (MO)
Mansfield University of Pennsylvania
Southeast Missouri State University
The University of Tennessee-Chattanooga
The University of Tennessee-Martin
University of Nebraska at Kearney
Western Carolina University (NC)
Western Illinois University